

Using a Psychologist for Hiring in the Shooting Sports Industry

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Can you imagine walking into a job interview and seeing a couch with a psychologist in the room waiting to 'dig into your psyche' by asking you questions about your integrity, leadership skills, team orientation, agreeableness or dependability? The psychologist then asks you to take an IQ and mechanical aptitude test. As an applicant I might be a little apprehensive, but as a hiring manager I'd love it! So, how do you determine if the people you are interviewing have the right skills and behaviors for the positions in your company?

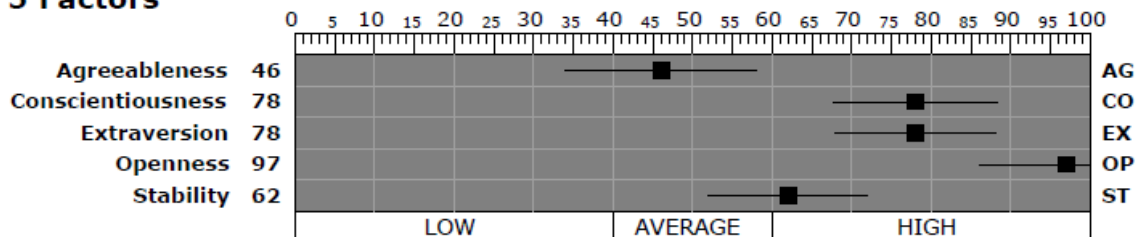
There is no question that the success of your business is very dependent on the quality of the people in your company. Unfortunately, most of the companies in the shooting industry that we have worked with have had a weak and inconsistent hiring process. They may be able to identify if the potential candidate has some of the correct technical skills, but they are not equipped to identify the behaviors of the candidates and therefore how well they will 'fit' in the organization.

The good news is there are a few tools which can help you identify this 'fit'. I call these tools 'psychologist in a box' but more formally they are called *behavioral assessments, cognitive ability and aptitude tests*. If you use any of these tests correctly, we guarantee you will improve your hiring success and therefore the growth of your business. Here is what they are, what they do, and how to use them:

Behavioral assessments identify personality and behavior characteristics which have been associated with employee success. They assess an individual in areas such as teamwork, integrity, creative thinking, extroversion, stability, cooperation, leadership, need for achievement and at least a dozen other characteristics. I do not know about you, but having hired many people, I still find it difficult to really evaluate an individual's integrity, leadership, stability and social skills during interviews without tools like this.

One of the behavioral assessments we use is the Wonderlic Five Factor Personality Profile. Here are the results from one section of this test. Where do you think you'd focus your questioning on this candidate?

Big 5 Factors



Behavioral assessments should be used after you have narrowed down your choice of candidates but before the final interview. The results of the test will provide you with questions to ask both the candidate and references, many of which you would not have even thought of asking.

There are many behavioral assessment tools available. We have used Wonderlic's 5 Factor and 7 Factor tests with great success for hiring managerial and above positions and their Cognitive Ability

test for administrative and factory hires. Profiles International has their ProfileXT which we have also used for managerial and above hires. Prices range from \$19 to \$199 each depending on the test and if they are purchased individually or in bulk. This is a very small investment to ensure you are hiring the right people.

What about mechanical aptitude? Can that be measured? I assume many of you are hiring assembly workers. A current firearms manufacturer that we are working with is hiring more production workers but they have been challenged with knowing how mechanically adept the candidates are. In this case, we used the Bennett Mechanical Aptitude test to identify how mechanically inclined candidates are. We evaluated the Bennett test by having three current workers complete it. The results matched exactly their known mechanical aptitudes! The Bennett Mechanical tests cost \$20 each.

If you have any questions on using these tools feel free to call us or the companies listed. We know you will have more successful hires and a more successful business once you start using them!

About Growth Strategy Partners and International Firearms Consultants

Growth Strategy Partners is a research based management consulting firm which accelerates revenue, profit and talent growth by implementing the 7 Keys to Growth in privately held companies primarily in the shooting sports industries. We have partnered with International Firearms Consultants to help shooting sports companies develop new products, markets and customers. Some of our clients include Benelli USA, Sturm Ruger, CZ-USA/Dan Wesson, Kahr Arms, Bond Arms, Surefire, Beretta, the NRA, NSSF and NASGW.

To learn more about how we can improve your company's growth and performance please contact us or visit us on-line.

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